CLE/HO-IMD-F&B/MAGIC/Aug 2023 12th April, 2023

To  
**The Members of the Council**   
(Footwear, Leather Goods/Accessories & Garments)

Sub:-  **Participation in the Sourcing @ Magic & Footwear Sourcing @ Magic, Las Vegas, USA (August 7-9, 2023) ON SELF FINANCING BASIS.**

Dear Members,

The United States of America is the largest importer of footwear, leather and leather products in the world.  USA is also the top market for India’s export of footwear and leather p1roducts.  During April-January 2022-23, India’s export to USA has reached to the level of USD 1041 million as against USD 930 million recorded during April-January 2021-22. USA accounts for 23.10% in the overall export of footwear and leather products from India.

**MAGIC** is the world’s largest Footwear, Apparel and Accessories Trade Show in North America, consisting more than 70% of the buying and selling community in the United States.  MAGIC Show consists; MAGIC men, MAGIC Women, WSA & Magic, FN Platform, Sourcing @ -Footwear, Sourcing @ Magic-Unisex for contract manufacturers.

**CLE’s participation in the Sourcing @ Magic AND Footwear Sourcing @ Magic, ON SELF FINANCING BASIS**:-     Considering the size & potential of the US market and the opportunities available for the Indian exporters, the  Council proposes to organize ‘India Pavilion’ in the Magic for Footwear and Sourcing @ Magic for Leather Garments, Goods/Accessories.  CLE’s representation seeking MAI funding support for this fair is under consideration of the Ministry. Hence the proposed participation will be on Self financing basis:-

**Keeping in view the overall expenses, the participation fee fixed for built up booths (with all required display accessories) of 9 sq. mtrs for both Footwear and Leather Garments & Goods Sections are given below**:-

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| **Category** | **Participation fee (without subsidy)** | **GST @ 18%** | **Total fee payable (inclusive of GST)** |
| Footwear Exhibitors | 602065/- | 108372/- | **Rs. 710440/-** |
| Garments/Goods exhibitors | 651450/- | 117261/- | **Rs. 768720/-** |

**Early bird discount offered by the fair organizer:**

The fair organizer has offered an early bird discount @ USD 200 (Rs. 16600/-) per booth, for the confirmations before 28th April, 2023. Hence companies those who are confirming their participation (with payment) before 28th April, 2023 can avail the early bird discount @ Rs. 16,600/- on the above notified participation fee. Likewise, in the event of MAI approval (at a later stage), the subsidy amount of approx. Rs. 2 lakhs will be refunded to the participating companies.

Keeping in view the above, members interested to participate in the August, 2023 edition of Souring @ Magic/Footwear Sourcing @Magic may please send the attached application form, duly filled in, to CLE by return mail. Full and final participation fee, as notified above, for a minimum sized booth of 100 sq.ft. may be remitted to CLE’s below given bank account **on or before 28th April, 2023** and inform us the UTR details:-

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| Name of the Account Holder | Council for Leather Exports |
| Name of the Bank | Central Bank of India |
| SB Account No | 3670310575 |
| Re- Entered Account No | 3670310575 |
| IFSC Code | CBIN0283026 |
| Branch | Industrial Finance Branch, Egmore, Chennai |

**Visa :**

Members have to arrange Visa to USA on their own. However, CLE will arrange for the Visa Invitation Letters.  Please note that non-issuance of Visa will not be considered as a valid reason for withdrawal subsequent to confirmation of participation. Hence, withdrawal from participation after confirmation will not be allowed.

With best regards,

R. Selvam, IAS  
Executive Director  
Council for Leather Exports